

Message Text

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ACTION NEA-12

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P 270640Z MAR 74

FM AMCONSUL ISTANBUL

TO USDOC WASHDC PRIORITY

INFO SECSTATE WASHDC PRIORITY 5022

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T/AMEMBASSY ATHENS PRIORITY 659

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E.O. 11652: N/A

TAGS: TU, ETRD

SUBJ: IZMIR INTERNATIONAL TRADE FAIR 1974

REF: (A) STATE 049468 (B) STATE 50203; (C) ANKARA 8225

OF 10/18/73

1. WE ASSUME COMMERCE SUPPORT WILL BE ALONG LINES OF TYPE A COMMERCIAL PRESENCE FAIR (A-9254) AND THUS BE RESPONSIVE TO AMB'S REQUEST FOR INCREASED SUPPORT OUTLINED REF C. WE URGENTLY NEED TOP-NOTCH THEMATIC EXHIBIT, AS WELL AS DETAILS OF SERVICES COMMERCE WILL PROVIDE. THIS NECESSARY TO PLAN MOST EFFECTIVE PRESENTATION AND TO CREATE ACCEPTABLE U.S. IMAGE.

2. BECAUSE WE MUST INFORM GOT BY APRIL 13 HOW WE PLAN UTILIZE \$1.75 MILLION QUOTA (\$1.5 MILLION IN 1973) ALLOCATED FOR U.S. USE, EMB. COMATT AHD CONGEN REPS ISTANBUL AND IZMIR, TOGETHER WITH LAST YEAR'S FAIR MANAGER, HAVE DRAFTED TERMS OF PARTICIPATION. THIS WILL INCLUDE SUFFICIENT FEES TO COVER BASIC COSTS OF RENTAL, DESIGN AND CONSTRUCTION OF THIS YEAR'S AMERICAN PAVILION. RECRUTIMENT OF EXHIBITORS, PRIMARILY TURKISH AGENT/ DISTRIBUTORS OF US FIRMS IS NOW UNDERWAY.

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3. WE NOW NEED USDOC ASSISTANCE IN FOLLOWING WAYS:

(A) IDENTIFY AND FUND TOP-NOTCH THEMATIC EXHIBIT AND ONE OR MORE SMALLER EXHIBITS WHICH WILL BE CENTERPIECES OF AMERICAN PAVILION (REF C). FOR EXAMPLE, WE WOULD LIKE SEE COMPLETE OPERATING FOOD PROCESSING LINE FROM RAW MATERIAL TO FINISHED CANNED OR PACKAGED PRODUCT. THIS TYPE OF EXHIBIT WOULD CAPITALIZE ON FOOD PROCESSING AND PACKAGING TRADE MISSION SCHEDULED FOR LATE JUNE, AND WOULD ALSO BE EXCELLENT PROMOTION AND MARKETING TOOL. MOREOVER IZMIR IS ONE OF THE CENTERS OF THIS INDUSTRY. IN ADDITION, IF MACHINERY TO BE DISPLAYED INCORPORATES TECHNOLOGY NOT NOW IN USE IN TURKEY IT IS POSSIBLE IT COULD BE IMPORTED UNDER "TECHNOLOGICAL QUOTA" (SEE BELOW).

(B) ENCOURAGE US FIRMS TO PARTICIPATE IN "NEW TECHNOLOGY" EXHIBIT FOR WHICH \$4 MILLION ALLOCATED WITH NO INDIVIDUAL COUNTRY LIMITATIONS. ALTHOUGH IN THEORY WE COULD OBTAIN ENTIRE QUOTA, THIS HIGHLY UNLIKELY. NONETHELESS WE BELIEVE WE COULD GET LION'S SHARE AS THIS HAS BEEN TRADITIONALLY UNDERSUBSCRIBED. MACHINERY AND EQUIPMENT EMPLOYING NEW TECHNOLOGY AND NOT YET EXPORTED TO TURKEY MAY BE CLASSIFIED "NEW TECHNOLOGY". CATALOGUES WITH PICTURES AND DESCRIPTION SHOULD BE PRESENTED TO GOT FOR APPROVAL BY EMB. IN ADDITION TO FOOD PROCESSING AND PACKAGING EQUIPMENT, WE FEEL MOST LIKELY CANDIDATES FOR NEW TECHNOLOGY QUOTA WOULD INCLUDE FURNITURE-MAKING MACHINERY, MACHINERY FOR MANUFACTURE OF PLASTIC PRODUCTS, EQUIPMENT TO PRODUCE MAHCINE TOOLS, ELECTRONICS AND COMMUNICATIONS EQUIPMENT, MEASURING AND CONTROL INSTURUMENTS, AND MEDICAL EQUIPMENT. FOR US SUPPLIERS THIS FIELD WITHOUT LOCAL DISTRIBUTORS; WE WOULD BE WILLING TO TRY ARRANGE LOCAL FIRM TO ACT AS DISTRIBUTOR FOR DURATION FAIR.

(C) OBTAIN US TRAVEL SERVICE PROMOTIONAL MATERIALS SUCH AS THREE-DIMENSIONAL MATERIAL, FLOOR TO CEILING TRAVEL POSTERS, MOVIES AND CONTINUOUS SLIDE CLIPS. ALSO PROMOTIONAL PAMPHLETS AND "TRAVEL USA" LAPEL BUTTONS OR PINS FOR HANDOUTS.

(D) CONTACT OTHER USG AGENCIES SUCH AS ATOMIC ENERGY COMMISSION, SMITHSONIAN INSTITUTE OR OTHER ORGANIZATIONS THAT MIGHT BE ABLE PROVIDE THREE-DIMENSIONAL EXHIBIT ON SOME ASPECT
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OF LIFE IN US, E.G. AMERICAN INDIAN LIFE.

(E) CONTACT SPECIFIC US FIRMS TO URGE PARTICIPATION AND COOPERATION WITH TURKISH AGENT PARTICULARLY ON FINANCIAL ASPECTS IF PARTICIPATION (REQUESTS WILL FOLLOW BY SEPARATE TELEGRAMS).

4. PAVILION IS PLANNED IN SAME SPACE AS LAST YEAR'S EXHIBIT. DESIGN QUESTIONNAIRE DEADLINE MAY 15 WILL REQUIRE PRESENCE OF EXHIBIT DIRECTOR WITH USDOC SUGGESTED DESIGN AND CONSTRUCTION PLANS BY MID-MAY, AND HE SHOULD REMAIN THROUGH FIRST WEEK

FOLLOWING AUGUST 20 OPENING.

5. FOR ATHENS AND BEIRUT: PLEASE PUBLICIZE AMONG REGIONAL
REPS OF US FIRMS.
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